



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Story
Virginia**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

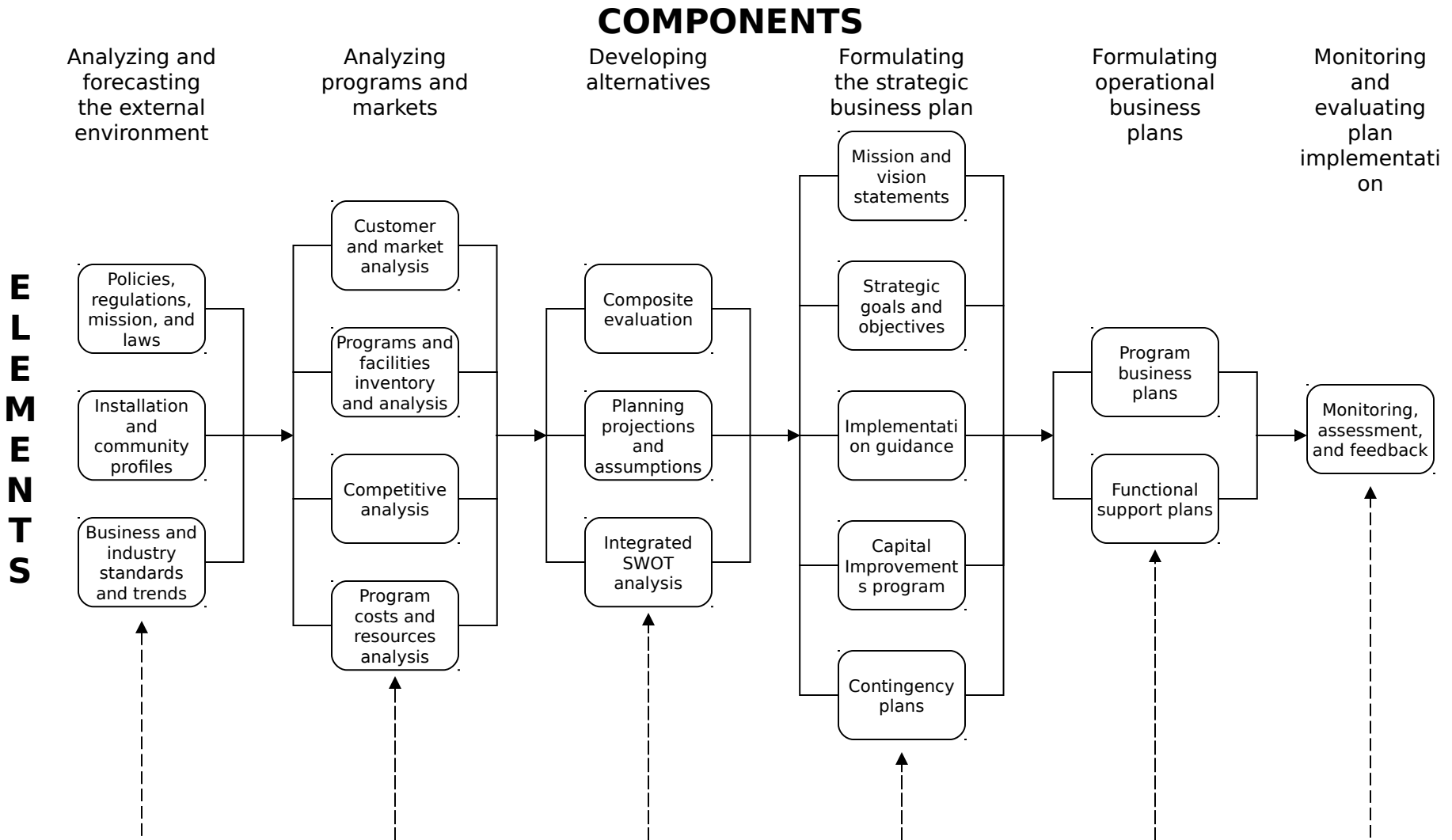
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,262 surveys were distributed at Fort Story



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Story:					
Active Duty	1,724	323	50	15.48%	±13.66%
Spouses of Active Duty	324	393	30	7.63%	±17.04%
Civilian Employees	263	156	28	17.95%	±17.51%
Retirees	408	390	62	15.90%	±11.46%
Total	2,719	1,262	170	13.47%	±7.28%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

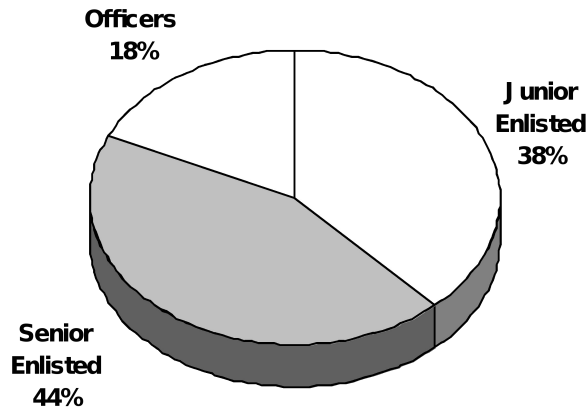
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

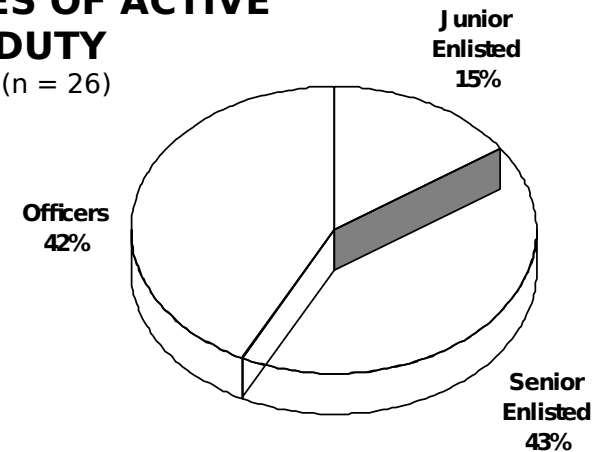
ACTIVE DUTY

(n = 45)



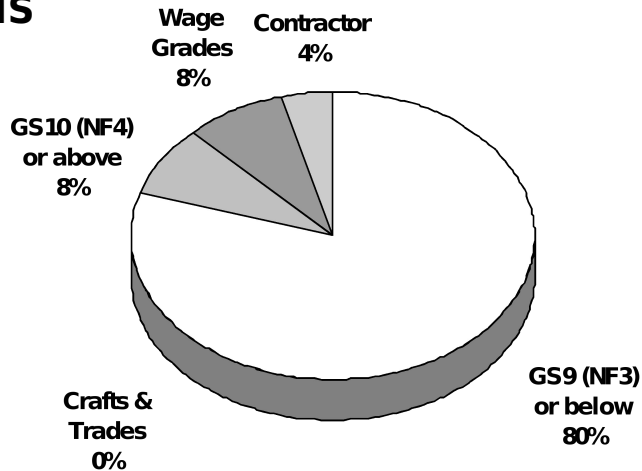
SPOUSES OF ACTIVE DUTY

(n = 26)



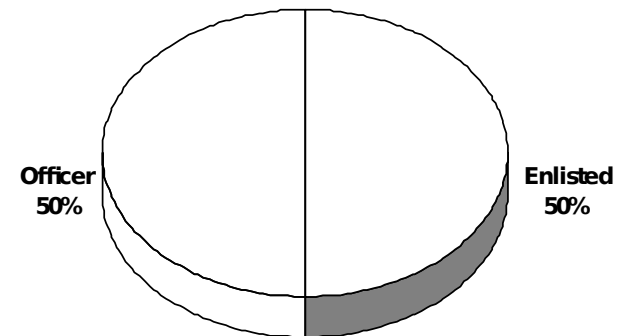
CIVILIANS

(n = 24)



RETIREES

(n = 44)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT STORY

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	64%
Recreation/Community Activity Ctr.	44%
Car Wash	40%
Athletic Fields	37%
Library	35%

LEAST FREQUENTLY USED FACILITIES

School Age Services	3%
Child Development Center	7%
Youth Center	7%
Bowling Pro Shop	8%
BOSS	11%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT STORY*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Fitness Center/Gymnasium	4.43
Bowling Center	4.28
Recreation/Community Activity Ctr.	4.27
Bowling Food & Beverage	4.25
Child Development Center	4.24

FACILITIES WITH LOWEST SATISFACTION RATINGS*

School Age Services	3.27
BOSS	3.76
Automotive Skills	3.87
Multipurpose Sports/Tennis Courts	3.93
Bowling Pro Shop	3.95

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT STORY*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Cabins & Campgrounds	4.60
Fitness Center/Gymnasium	4.35
Post Picnic Area	4.34
Multipurpose Sports/Tennis Courts	4.30
Bowling Center	4.17

FACILITIES WITH LOWEST QUALITY RATINGS*

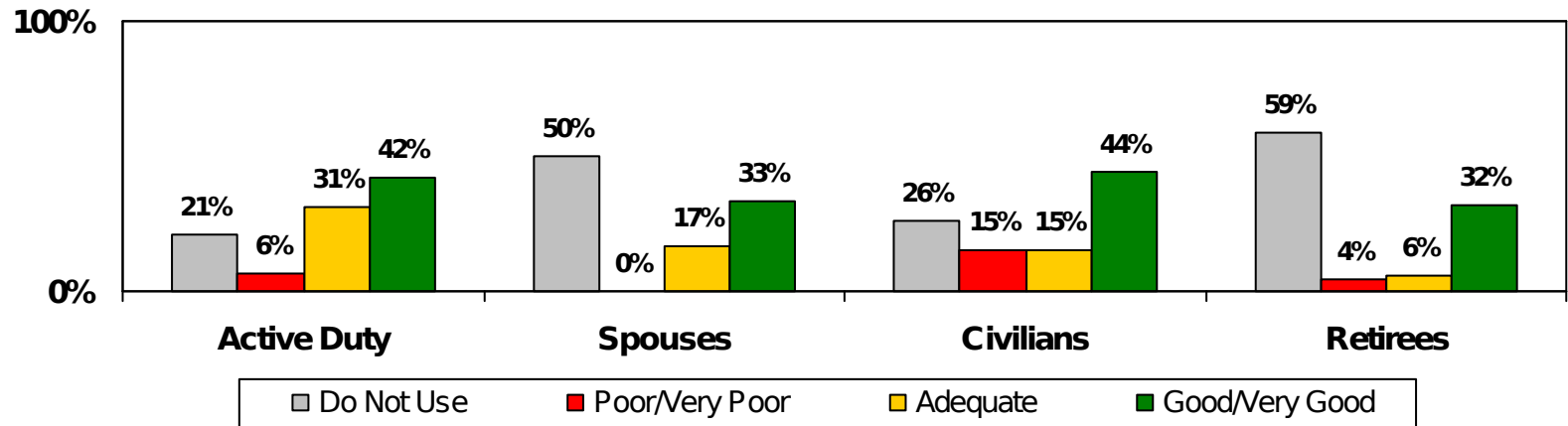
School Age Services	3.27
BOSS	3.73
Library	3.82
Automotive Skills	3.91
Car Wash	3.92

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

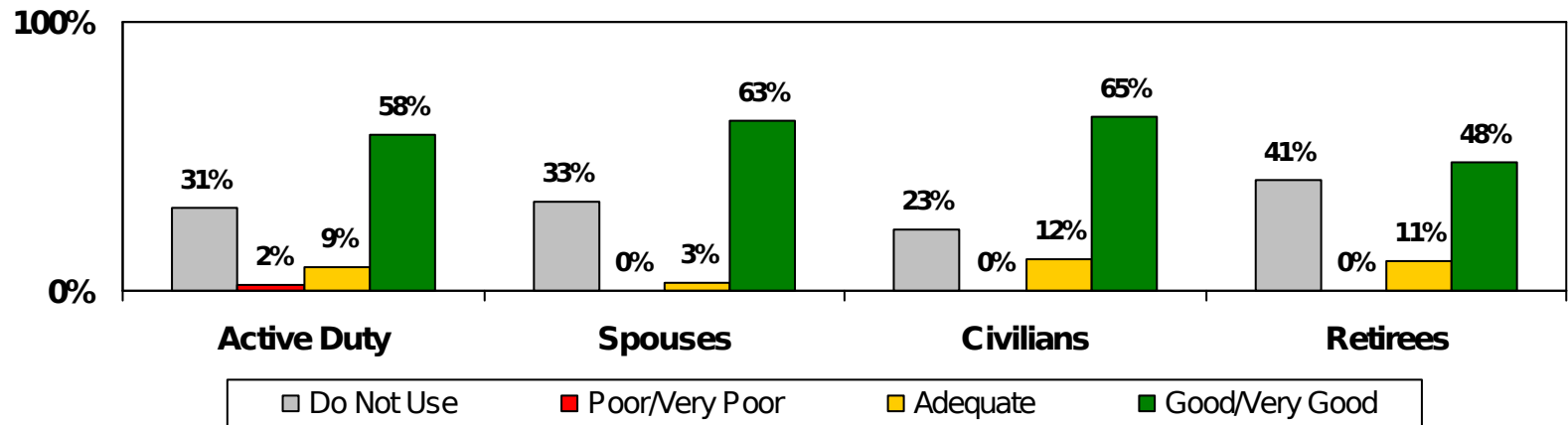
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



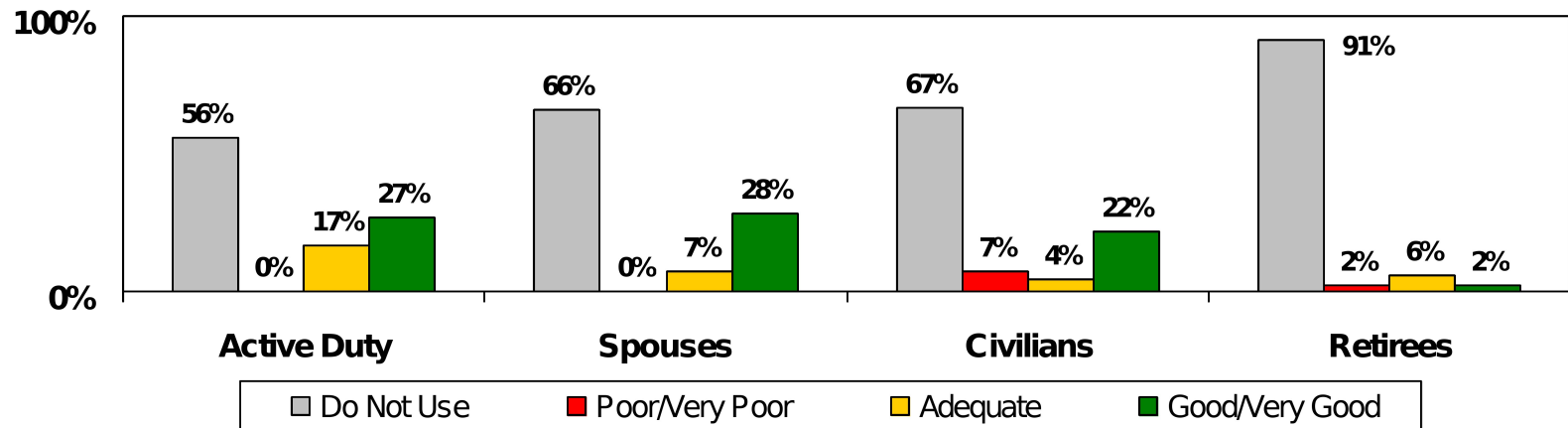
Quality of Off-Post Services



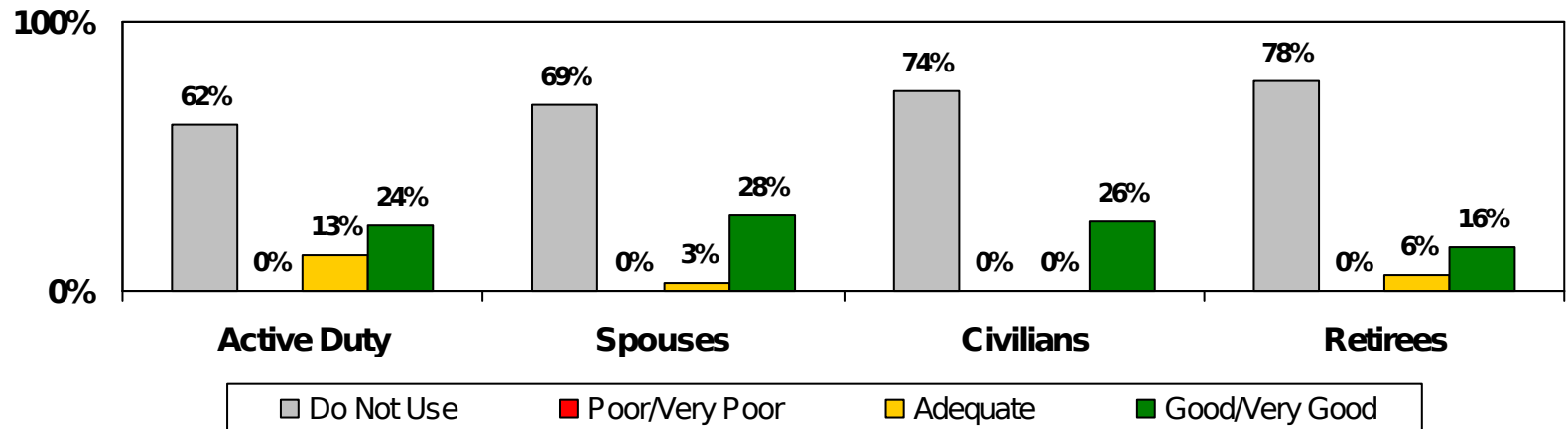
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



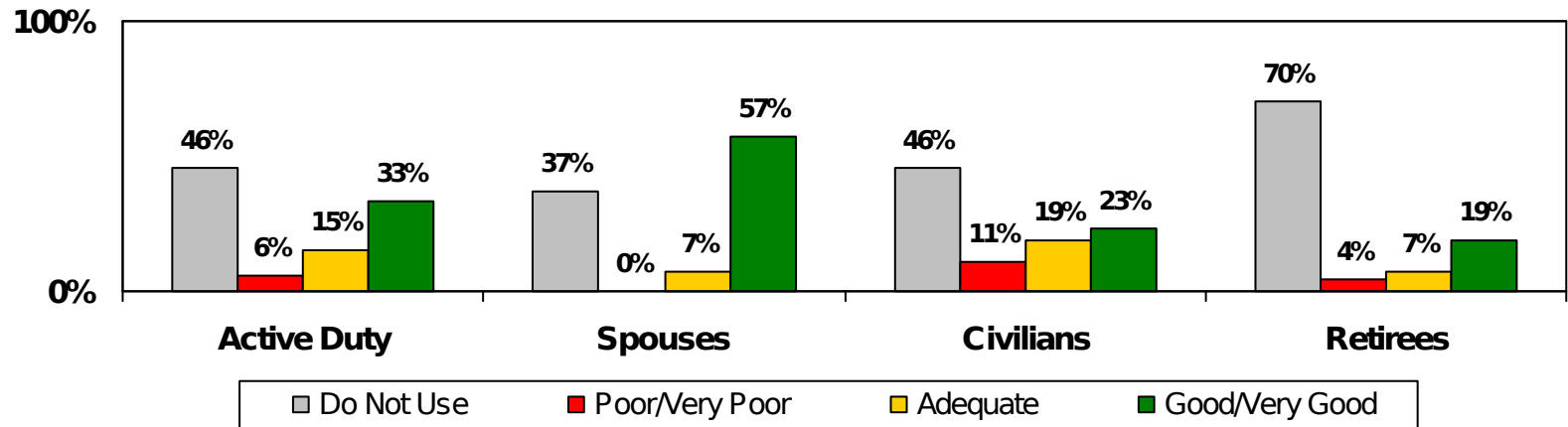
Quality of Off-Post Services



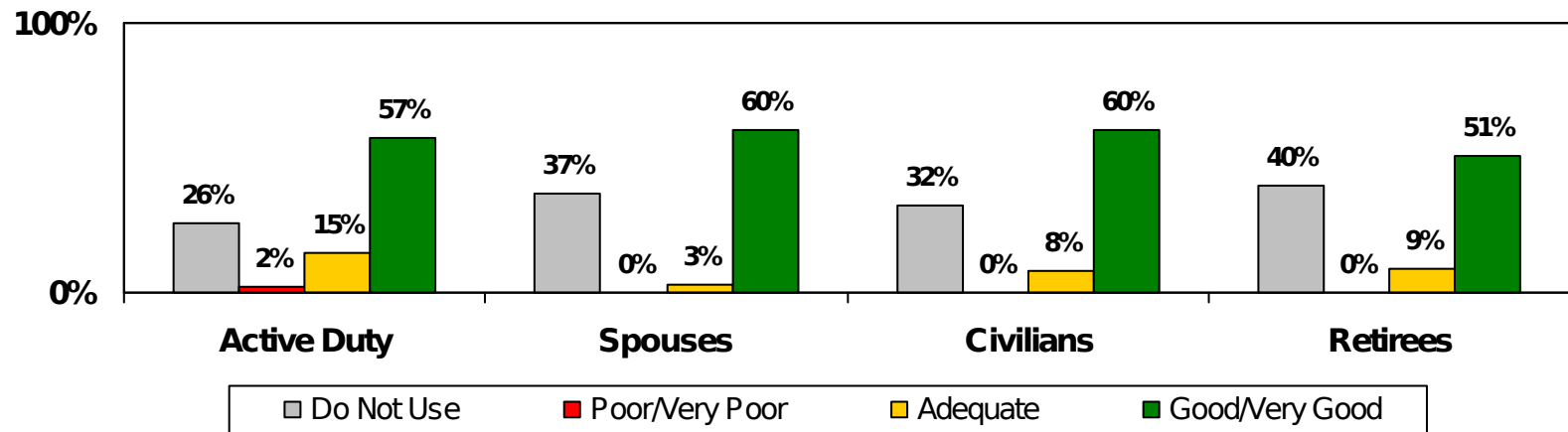
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

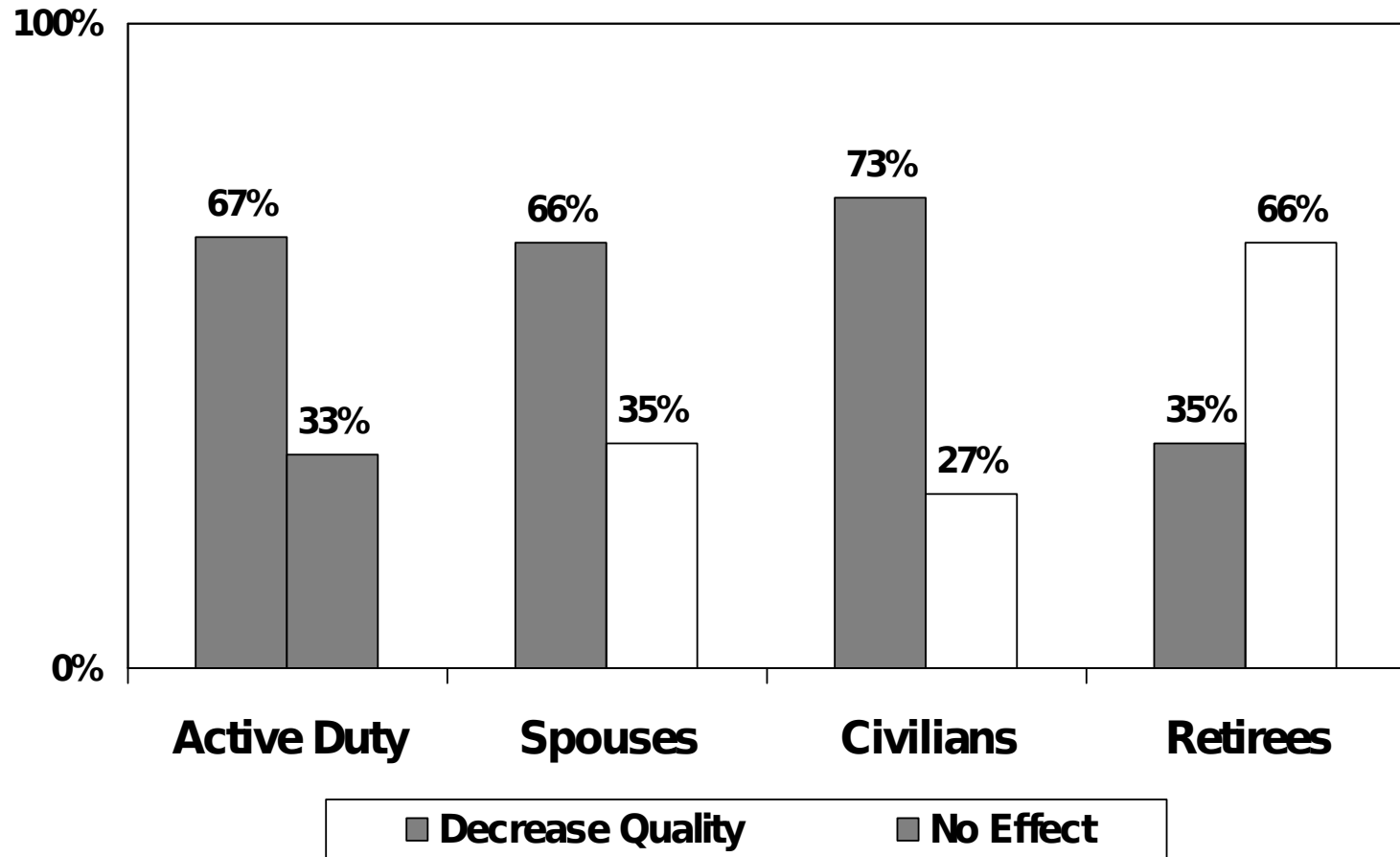


Quality of Off-Post Services



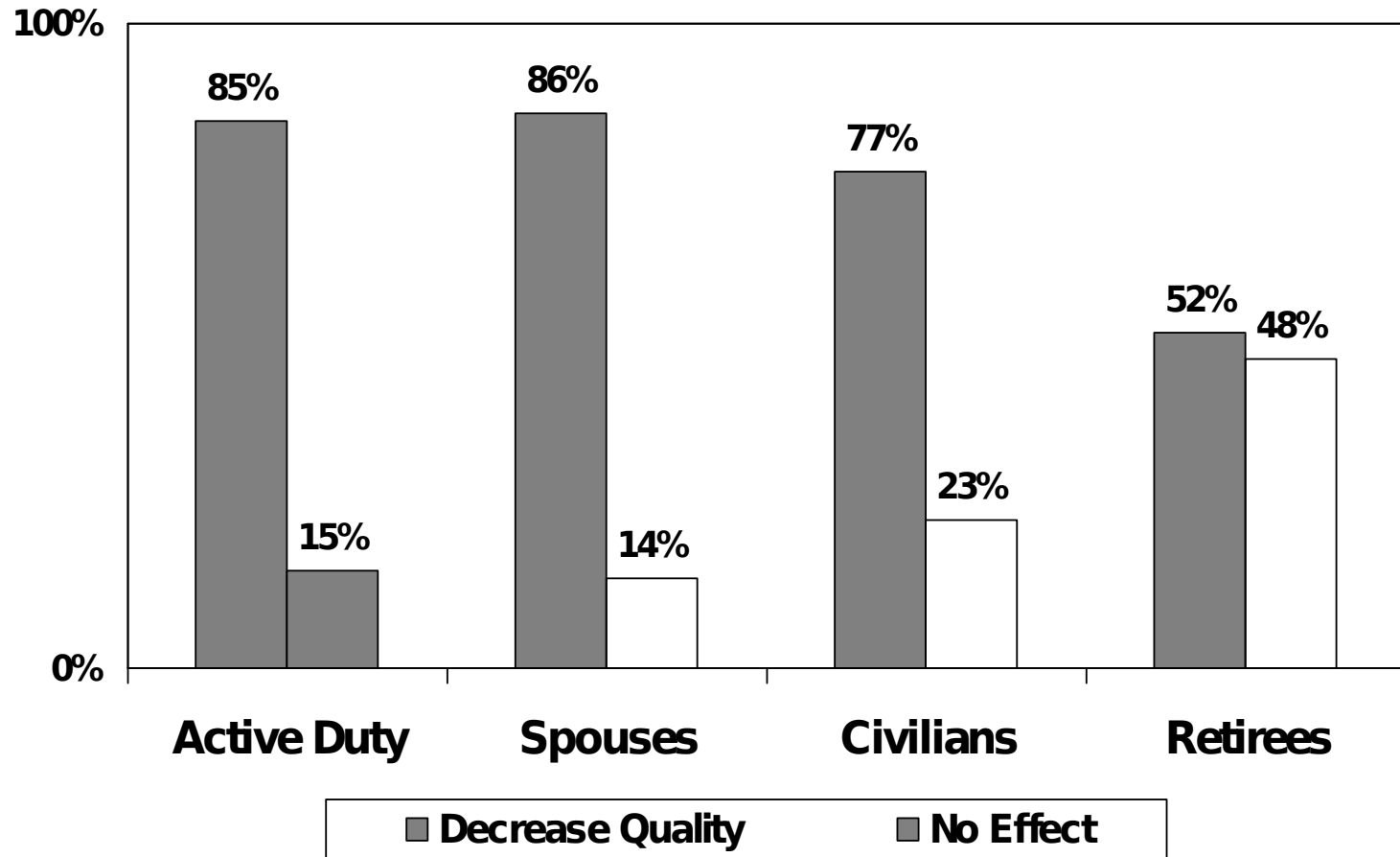
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	74%
Army Lodging	70%
Child Development Center	69%
Library	61%
Youth Center	58%
BOSS	57%
Bowling Center	52%

Golf Course Pro Shop	73%
RV Park	69%
Golf Course Food & Beverage	60%
Arts & Crafts Center	58%
Golf Course	55%
Marina	49%
Bowling Pro Shop	41%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	12%	13%	12%	6%	11%
E-mail	20%	20%	46%	2%	20%
Friends and neighbors	31%	40%	31%	13%	29%
Family Readiness Groups (FRGs)	27%	10%	12%	4%	20%
Bulletin boards on post	41%	20%	27%	11%	33%
Post newspaper	20%	33%	42%	20%	24%
MWR publications	27%	20%	54%	30%	29%
Radio	2%	10%	0%	6%	3%
Television	4%	3%	0%	4%	4%
My child(ren) let(s) me know	0%	3%	0%	0%	0%
Other unit members or co-workers	29%	17%	31%	11%	25%
Unit or post commander or supervisor	31%	13%	8%	0%	22%
Marquees/billboards	8%	10%	27%	6%	10%
Flyers	55%	30%	65%	28%	49%
Other	2%	13%	4%	20%	6%
I never hear anything	2%	17%	4%	30%	8%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	100%	89%
Better Opportunities for Single Soldiers	90%	N/A
Army Community Service	78%	41%
MWR Programs and Services	90%	100%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	80%	94%	6%
Outreach programs	72%	82%	18%
Family Readiness Groups	84%	95%	5%
Relocation Readiness Program	70%	93%	7%
Family Advocacy Program	84%	90%	10%
Crisis intervention	74%	93%	7%
Money management classes, budgeting assistance	78%	88%	13%
Financial counseling, including tax assistance	74%	92%	8%
Consumer information	66%	83%	17%
Employment Readiness Program	64%	91%	9%
Foster child care	52%	80%	20%
Exceptional Family Member Program	76%	93%	7%
Army Family Team Building	62%	93%	7%
Army Family Action Plan	64%	92%	8%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	50%	75%	25%
Outreach programs	30%	40%	60%
Family Readiness Groups	67%	73%	27%
Relocation Readiness Program	63%	73%	27%
Family Advocacy Program	57%	0%	100%
Crisis intervention	37%	0%	100%
Money management classes, budgeting assistance	43%	0%	100%
Financial counseling, including tax assistance	43%	17%	83%
Consumer information	27%	25%	75%
Employment Readiness Program	30%	0%	100%
Foster child care	23%	0%	100%
Exceptional Family Member Program	47%	75%	25%
Army Family Team Building	37%	60%	40%
Army Family Action Plan	30%	50%	50%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	73%	63%
Personal job performance/readiness	74%	63%
Unit cohesion and teamwork	76%	63%
Unit readiness	80%	56%
Relationship with my spouse	77%	42%
Relationship with my children	79%	36%
My family's adjustment to Army life	77%	54%
Family preparedness for deployments	77%	64%
Ability to manage my finances	76%	39%
Feeling that I am part of the military community	75%	60%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%	78%
Helps minimize lost duty/work time due to lack of child care/youth services	88%	78%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	100%	56%
Allows me to work outside my home	88%	86%
Allows me to work at home	86%	80%
Offers me an employment opportunity within the CYS program	86%	57%
Allows me/my spouse to better concentrate on my/our job(s)	100%	88%
Provides positive growth and development opportunities for my children	88%	88%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	79%
Personal job performance/readiness	82%
Unit cohesion and teamwork	79%
Unit readiness	76%
Ability to manage my finances	71%
Feeling that I am part of the military community	82%
Relationship with my children (single parents)	94%
My family's adjustment to Army life (single parents)	79%
Family preparedness for deployments (single parents)	83%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	46%
Entertaining guests at home	42%
Going to beaches/lakes	37%
Going to movie theaters	35%
Internet access/applications (home)	35%
Internet access (library)	30%
Dancing	30%
Cardiovascular equipment	28%
Festivals/events	27%
Weight/strength training	27%

Top 5 for Spouses of Active Duty

Internet access/applications (home)	71%
Going to movie theaters	67%
Watching TV, videotapes, and DVDs	65%
Gardening	63%
Entertaining guests at home	56%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	68%
Entertaining guests at home	62%
Internet access/applications (home)	52%
Picnicking	41%
Internet access (library)	40%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	36%
Going to beaches/lakes	36%
Entertaining guests at home	35%
Dancing	33%
Internet access (library)	32%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	70%
Internet access/applications (home)	55%
Entertaining guests at home	53%
Going to movie theaters	48%
Going to beaches/lakes	48%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	15%
Softball	15%
Touch/flag football	11%
Volleyball	10%
Soccer	7%

Outdoor Recreation

Going to beaches/lakes	37%
Picnicking	15%
Camping/hiking/backpacking	15%
Fishing	13%
Bicycle riding/mountain biking	11%

Social

Entertaining guests at home	42%
Dancing	30%
Happy hour/social hour	27%
Special family events	26%
Night clubs/lounges	24%

Sports and Fitness

Cardiovascular equipment	28%
Weight/strength training	27%
Walking	23%
Bowling	22%
Running/jogging	21%

Entertainment

Watching TV, videotapes, and DVDs	46%
Going to movie theaters	35%
Festivals/events	27%
Live entertainment	24%
Plays/shows/concerts	21%

Special Interests

Internet access/applications (home)	35%
Automotive detailing/washing	26%
Gardening	20%
Automotive maintenance & repair	17%
Computer games	15%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	30%	N/A	30%
Cardiovascular equipment	21%	7%	28%
Weight/strength training	20%	7%	27%
Reading	20%	N/A	20%
Multi-media (videos, DVDs, CDs)	19%	N/A	19%
Going to beaches/lakes	18%	19%	37%
Reference/research services	18%	N/A	18%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

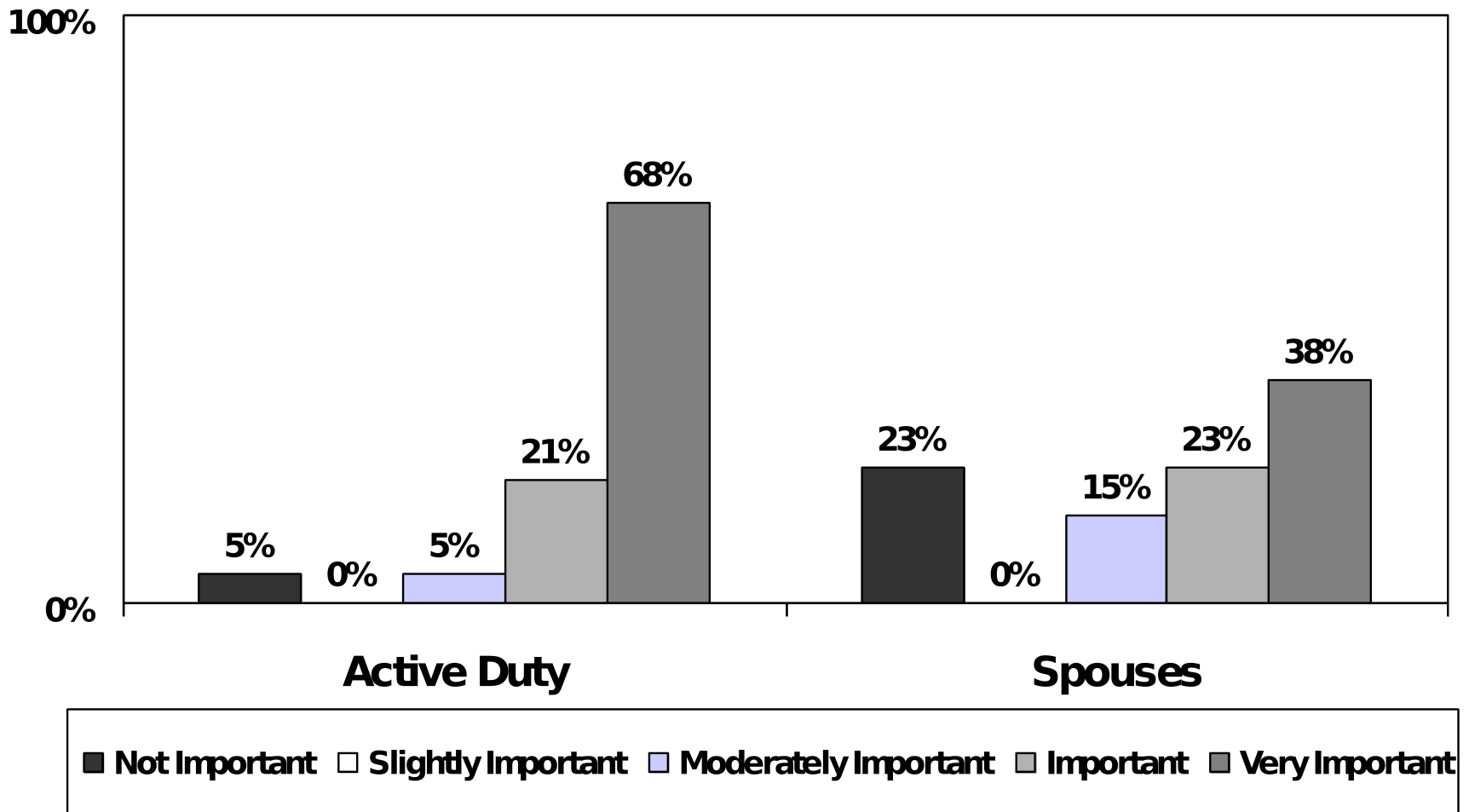
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	4%	4%	27%	35%
Automotive detailing/washing	4%	11%	11%	26%
Gardening	1%	1%	19%	20%
Automotive maintenance & repair	3%	8%	6%	17%
Computer games	0%	3%	12%	15%
Digital photography	0%	5%	7%	12%
Trips/touring	0%	9%	0%	9%

*Top 7 special interest activity preferences ranked by overall participation.

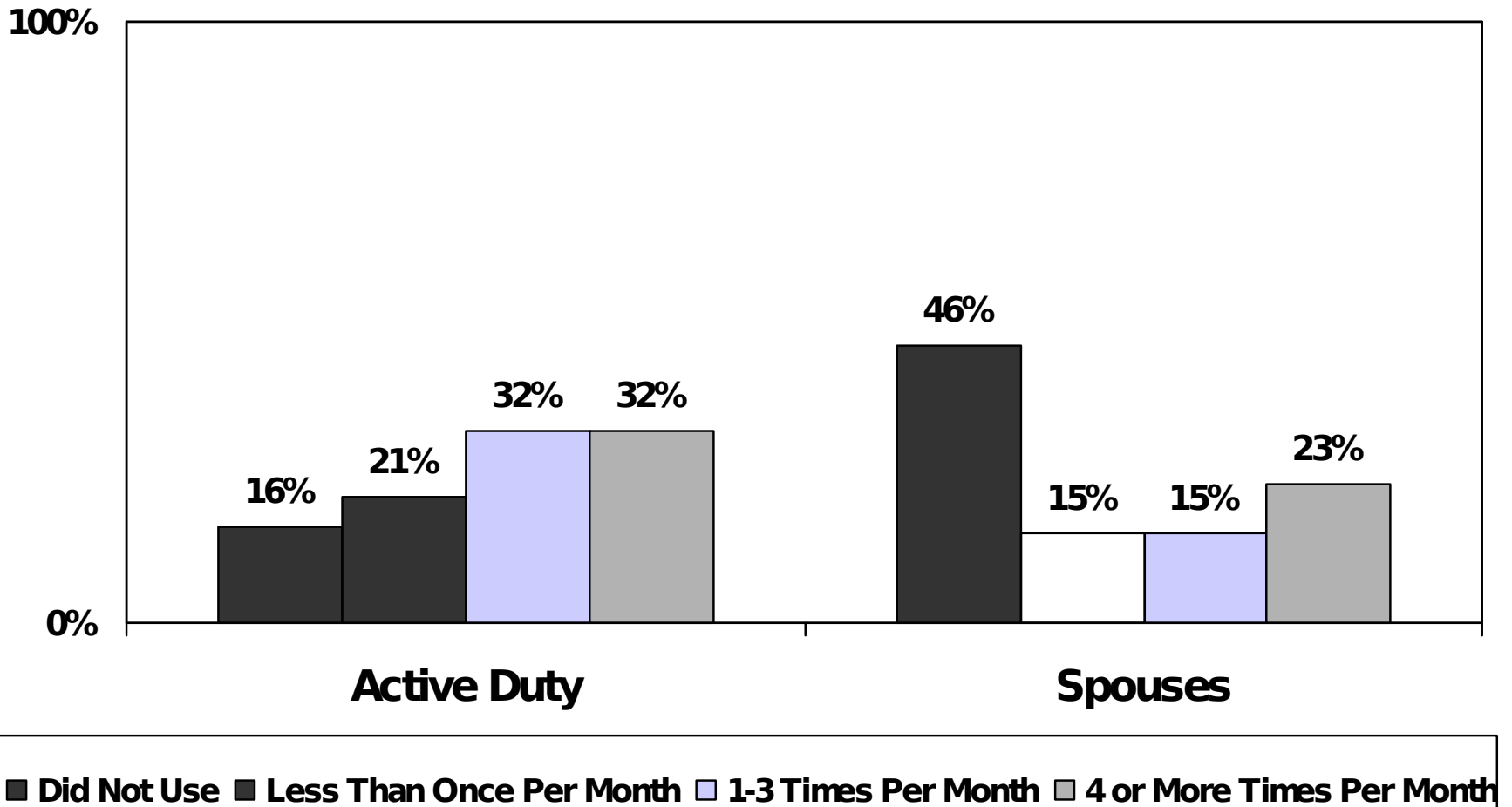
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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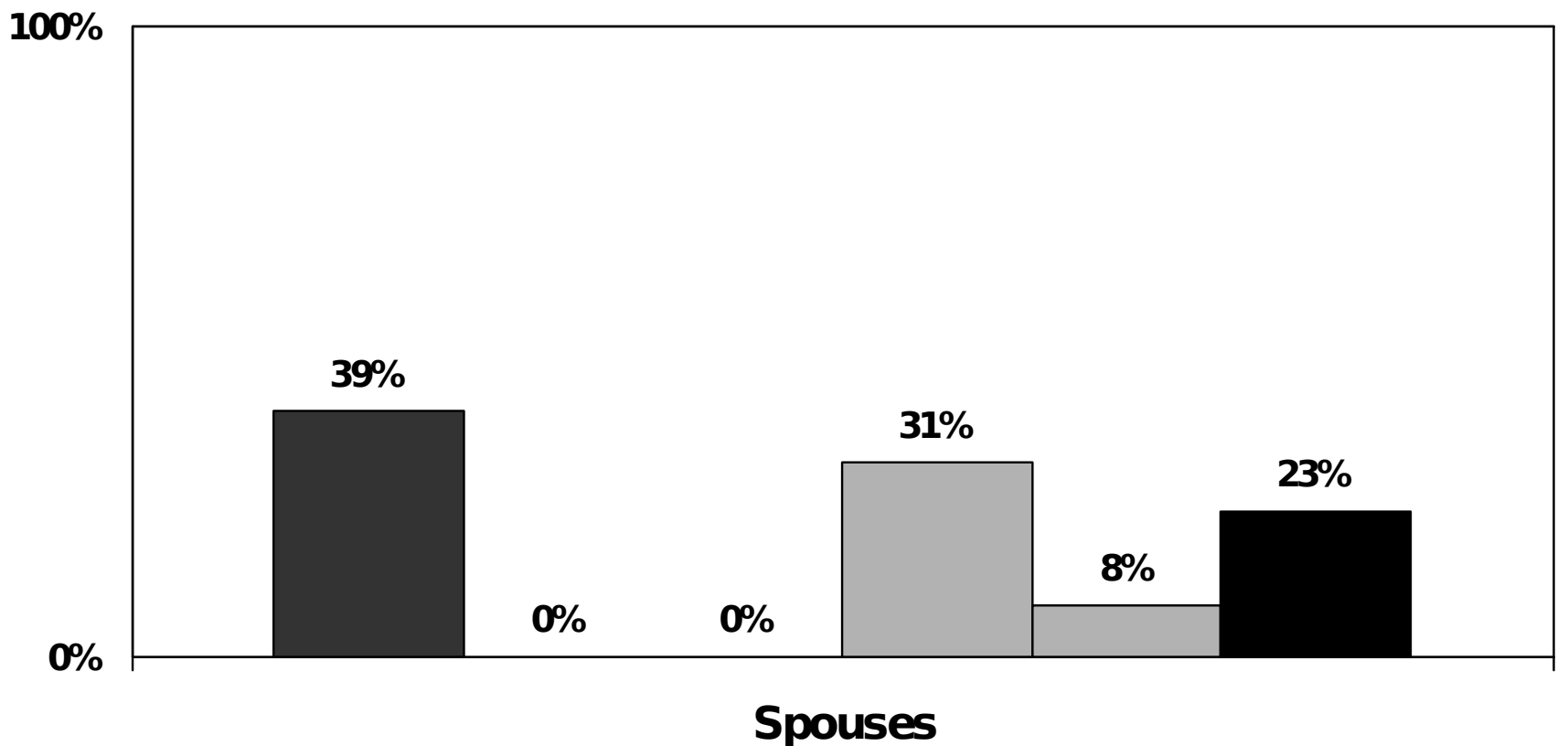
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	11%
Probably will not make military a career	9%
Undecided	28%
Probably will make military a career	6%
Definitely will make military a career	47%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	4%
Not Sure	11%
Yes	85%

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)